

Samas: a good database and telemarketing operations complete our sales strategy

Samas, the most innovative office design company in the Benelux, realises how important it is for its sales staff to be able to organise their time efficiently. "Sellers sell the most when they are out of the office", says Michell Stolk, Samas' Commercial Director.

How has Samas formulated its sales strategy?

"We conduct our market processing in two ways: via a direct and an indirect channel. The direct channel focuses on companies with a hundred or more workplaces, while our indirect channel concentrates on companies with less than a hundred workplaces. We concentrate mainly on government organisations, business services and financial service companies. Businesses usually only renew their office furniture and furnishings once every ten years, and then, for six months it is suddenly given a lot of attention. At that point, it is extremely important to have good contact with the company and to discuss their plans thoroughly. We use Computer Profile's database to keep abreast of developments. This database has an accurate list of the number of computers per company and we have noticed that, in practice, it is a good indicator of the number of workplaces. This allows us to map out a market properly and to pro-actively approach the companies for an inventory or when a refurbishing is on the agenda."

How do you manage to reach your target group?

"In 2003, we decided to change our name to Samas; it used to be Aspa and Assenburg. We are noticing now that while people are familiar with Aspa, they don't know our new name Samas. So, to give Samas a better market position, we are using the Computer Profile's call centre. Another important reason for this is the fact that we want to deploy our sales staff efficiently and this means that they have to be out of the office a lot. All our account managers now have one fixed day on which they approach prospects pro-actively – with the aid of the database. They can then spend the other days on sales operations. The leads that the call centre generates can not always be immediately converted into obvious appointments. Sometimes office furnishing is not yet on the agenda, but will be when one of our account managers calls again a month later. As you can see, the call centre and our account managers complement each other very well."

What are your expectations for 2009 for sales operations?

"In 2009, we want to continue working with Computer Profile. At the moment, we are only using the database to select companies with a specific number of workplaces. However, in the future, we want to see if we can use the database and the call centre for more activities specifically aimed at our target groups. Government bodies often use the price as the most important criterion of a product, although the business and financial markets often think that design is more important. If we want to approach both target groups separately, we will need proper segmentation."